



Pilihan untuk Tidur Sehat

Company Profile

PT. BELLA AGUNG CITRA MANDIRI



PT. Bella Agung Citra Mandiri

"One Stop Mattress Manufacturing"

Headboard, Mattress, Foundations and Bed Accessories Production



Head Office

Jl. Somban lor 32, Candi,
Sidoarjo, East Java.

Branch Office

Jl. Kol. R. Warsito Soegiarto,
Pongangan, Gunung Pati,
Semarang, Central Java

Established: October, 1997

Market Reach: East Java, Central Java,
Bali, few area in West Java and Kalimantan

Manufacturing Capacity: approx. 6.500 pcs per Month (2019)

2019

22 Years of Experience, the company produces multiple brand and types to cover different market such as Bella Spring Bed, Easyway, Carlitos, Living, Diamond Spring Bed.

The company is aiming to reach a greater market, extending our reach to the outside of Java Island. Planning to target a higher level of customers, by producing only the best quality products with new technology used and preparing to create more products which match the customers' current need and increasing the production capacity.

2017

The company starting expands its retail operation in National Scale via Online Marketplace, Social Media and Website www.bellaspringbed.co.id

2010

Opened up Branch Factory in Semarang, Central Java

Production Capacity : 80 pcs/ day
Market Reach : Central Java and Yogyakarta

2008

Moving the Head Factory to bigger location, Candi, Sidoarjo, East Java

Production Capacity : 100 pcs / day
Market Reach : East Java

1997

1st Production of "Bella Spring Bed" in Jl. Raya Jati No.32 Sidoarjo, East Java

Production Capacity : 5-10 pcs / day
Market Reach : Sidoarjo , East Java

HISTORY

Our Brands

We believe that a good company is the one who understand and be able to match the customers' needs. This beliefs makes us creating several brands to aim different target market.

With BELLA SPRING BED, we can fulfilled the needs of having a healthier and better sleep –for all type customers.



Quality and Satisfaction

DIREKTORAT JENDERAL PERLINDUNGAN KONSUMEN DAN TERBUTU MUDA
Jalan H. HR. MANAN NO. 1 GEDUNG 1 LT. 2 JAKARTA 10110
Telp. 021-580000, 021-580001
Fax. 021-580002

Nomor Registrasi Barang K3L
Nomor Registrasi Barang K3L diberikan ini : 20-D-000710

Diberikan kepada :
I. 1. Nama Perusahaan : PT BELLA AGUNG CITRA MANDIRI
2. Alamat : Jl. Raya Sumbur Lor No. 32, Kec. Candi, Kel. Kebonsari, SIDAOKO, Prop. JAWA TIMUR
3. Provinsi : JAWA TIMUR
4. Kode Pos : 61271
5. Telepon / Faksimile : 011866960 / 011866960
6. Email Perusahaan : bellahawa@gmail.com
7. No. Induk Berusaha (NIB) : 9120009700997
8. Nomor Induk Usaha Industri : 9120009700997

II. 1. Nama Barang : Kasur
2. Uraian Barang : Alat kasur, barang keperluan tidur dan perabotan semacam itu yang dilengkapi dengan pegas atau dari atas dilengkapi bagian dalamnya dengan berbagai busa atau dengan karet atau plastik seluler, disaring, maupun tidak.
3. Merek : BELLA
4. Tipe Jenis : Kasur Pegas (Spring Bed)

III. 1. Nomor Laporan Hasil Uji : Telangse
2. Tanggal Laporan Hasil Uji : Telangse
3. Nama Laboratorium Uji : Telangse
4. Sesuai Peraturan Pemerintah Nomor : 63 Tahun 2018

IV. 1. Nama Pihak : PT. Bella Agung Citra Mandiri
2. Alamat Pihak : Jl. Raya Sumbur Lor no.32, RT 001 RW 001 Kelurahan Kebonsari Kecamatan Candi
3. Telepon / Faksimile : 011866960 / 011866960
4. Kode Pos : 61271
5. Provinsi : JAWA TIMUR

Nomor Registrasi Barang K3L ini berlaku dari 15-08-2020 sampai 19-08-2025 serta sesuai dengan kondisi barang yang tertera diatas dan dicabut/dibatalan sesuai dengan ketentuan yang berlaku

Nomor Registrasi Barang K3L berlaku selama produksi masih menjalankan kegiatan usahanya dan wajib mengikuti registrasi ulang setiap 5 (lima) tahun sekali.

Jakarta, 19-08-2020
Direktur Terbit Nings

TTD
(SHARH HADIOPAN
PORHAN)

K3L CERTIFICATE OF SPRING BED

DIREKTORAT JENDERAL PERLINDUNGAN KONSUMEN DAN TERBUTU MUDA
Jalan H. HR. MANAN NO. 1 GEDUNG 1 LT. 2 JAKARTA 10110
Telp. 021-580000, 021-580001
Fax. 021-580002

Nomor Registrasi Barang K3L
Nomor Registrasi Barang K3L diberikan ini : 20-D-000726

Diberikan kepada :
I. 1. Nama Perusahaan : PT BELLA AGUNG CITRA MANDIRI
2. Alamat : Jl. Raya Sumbur Lor No. 32, Kec. Candi, Kel. Kebonsari, SIDAOKO, Prop. JAWA TIMUR
3. Provinsi : JAWA TIMUR
4. Kode Pos : 61271
5. Telepon / Faksimile : 011866960 / 011866960
6. Email Perusahaan : bellahawa@gmail.com
7. No. Induk Berusaha (NIB) : 9120009700997
8. Nomor Induk Usaha Industri : 9120009700997

II. 1. Nama Barang : Kasur
2. Uraian Barang : Alat kasur, barang keperluan tidur dan perabotan semacam itu yang tidak dilengkapi dengan pegas atau dari atas dilengkapi bagian dalamnya dengan berbagai busa atau dengan karet atau plastik seluler atau busa, disaring maupun tidak.
3. Merek : BELLA FOAM
4. Tipe Jenis : KASUR BUSA

III. 1. Nomor Laporan Hasil Uji : SGLP-VTL/2020/06071
2. Tanggal Laporan Hasil Uji : 09-07-2020
3. Nama Laboratorium Uji : PT. SAKASWANTI INDO GENETECH
4. Sesuai Peraturan Pemerintah Nomor : 63 Tahun 2018

IV. 1. Nama Pihak : PT. BELLA AGUNG CITRA MANDIRI
2. Alamat Pihak : Jl. RAYA SUMBUR LOR NO.32, RT.001 RW.001 KELURAHAN KEBONSARI KECAMATAN CANDI
3. Telepon / Faksimile : 011866960 / 011866960
4. Kode Pos : 61271
5. Provinsi : JAWA TIMUR

Nomor Registrasi Barang K3L ini berlaku dari 15-08-2020 sampai 24-08-2025 serta sesuai dengan kondisi barang yang tertera diatas dan dicabut/dibatalan sesuai dengan ketentuan yang berlaku

Nomor Registrasi Barang K3L berlaku selama produksi masih menjalankan kegiatan usahanya dan wajib mengikuti registrasi ulang setiap 5 (lima) tahun sekali.

Jakarta, 24-08-2020
Direktur Terbit Nings

TTD
(SHARH HADIOPAN
PORHAN)

K3L CERTIFICATE OF FOAM BED

About Us

Company Philosophy

- Challenge any opportunity.
- Make efforts to achieve.
- Keep and maintain continuous progress.

Business Concept

- Reliable company for all customers.
- Respect human and happy to work together as a teamwork.
- Taking care of environments and contribute to local community.

Business Policy

- Improvement of customers' satisfactions.
- Improvement on products, maximum profit as company target.
- Friendly environment within production activity.
- Promotion of safety, health, and 5S Training.



PT.BELLA AGUNG CITRA MANDIRI

"To give the customers better sleep, we creates combinations of market know how, Technical skills, innovations and creativity skills"



① PLANNING

Analyze

We do market analysis to understand current trend. Creating innovations thorough extensive planning are necessary to match current customers' needs.

Design

Prototype are created through this step based on the basic designs which were discussed and made.

Review

We review the final prototype to make sure the size, compositions, design, and raw materials used are fit.



② RAW MATERIAL PROCESSING

The next step after concept and designing new product, is the raw material preparations. The materials we used are the one using great technology and skills.

Spring

The production of springs are processed from high quality coils, using modern technology, resulting in great quality of spring which has the usage period of 10 years.

Quilted fabrics

High quality knitting fabrics and high density foam are the prime materials to construct a comfortable bed cover.



③ ASSEMBLY

At this step, all raw materials and work-in-progress items are processed and being double checked for quality control, before being packed.

All mattresses coils are being assembled with M Guard Coil technology to create a formidable spring frame, which is then being layered by multiple high density foam and thick knitting covers.

Standardization and accuracy are the main concern within this step. We do double checked to maintain the product quality according to the planning step.

ONE STOP MATTRESS MANUFACTURING



④ PACKAGING

All products which has pass through the previous steps, are then being packed into a neat and durable packaging. We guarantee the product will be safely delivered to the customers, hence the packing is needed. Our packing standard involve the installation of label code and cardboard protector, guarantee and instructions cards, as well as plastics package. All standard qualified products are being sent to the next step, which is final checking.



⑤ FINAL CHECK

All products deemed as qualified (ready to be sent) after passing through the final check steps. The quality control team will check all items coming out from the productions area, before being placed in the warehouse. The final check lists include: Product conditions, production code, items type, sizes, and categorizations –all need to be compatible according to the standard. All unfit products will be sent back to the productions team and re-processed to match product standardizations.



⑥ DELIVERY

The delivery teams' job is to ensure the products being sent are quickly and accurately delivered. All data and delivery address are sorted through customer's locations. The products will be then sorted through its sizes and type. The delivery teams consist of reliable driver and co-driver, who are ready to help the customers to install the bed or mattresses.

NEW PRESTIGE

New Quilting Design | Pillow Top | Encasement Technology



Product



Bed

PT. Bella Agung Citra Mandiri produced many types of mattresses. We have around 10 types of mattresses to match current customer's needs and their financial ability. Choosing good quality of raw materials are the most important aspects to create a comfortable bed. Materials such as high density foam (latex, rebounded, polyethylene, memory foam), coils (pocket springs and coil springs), and knitted quilting fabrics are manufactured using the best design to create a comfortable sleep for the customers.



Multibed

Multibed is our semi-spring bed type which combines the mattress and its foundations. With the combinations of our high-quality spring coils and strong wood-foundations, usage to much simpler. One set of multibed is completely designed with its headboard.



Two In One

Two beds in one frame. This two in one bed fulfill the need of a parent who has a small room but wants their two children to have their own bed. Our two-in-one bed comes in all family segments from adults, teens, or children.



Mattress Foam

Bella Spring Bed foam mattress is manufactured using only high-quality foam, covered with knitted quilting and durable packaging. We also have series of foam quality and types rebounded foam, HD foam of 20 until 14.

We also produced BED IN THE BOX using best quality foam which is being vacuumed using high technology press machines and being packed in the box makes the delivery process smoother and easier.



Bed Base/ Foundation

Produced using the best material chosen to pass the standard weight test, making it a good fit for our mattresses. We have two types of foundations, which are created from leather materials and spun bond. The latest which we have created is the wood foundation, targeted for people who like the Japanese tatami style of the bed base.



Waterproof Mattress Protector

Created to protect your beloved mattresses from stains or liquid. With waterproof technology, allergen carrier as well as liquid free functions. This mattress protector are such a good fit for young couples with kids.



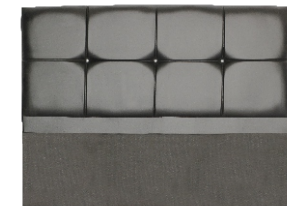
Mattress Protector

To match the customers' need for mattress protection, we created a comfortable protector. Quilted with soft and cool fabrics. We also produce a **Topper** which is a detached foam layer to make your bed more pleasant.



Portable Bed

Multiple fabrics' styles and themes are used for this portable bed to match the changing customer preferences. This also has become our kind of environmental responsibility by minimizing the fabrics waste from mattresses.



Pillow and Bolsters

There are three types of pillow and bolsters which we produced, Latex, Silicon and Dacron. Our latex pillow is best for people who want their pillow firmer instead of softer.

Headboard

We have produced different types of headboards with various designs. There are more than 15 types of Headboards with various specifications.

Raw Materials



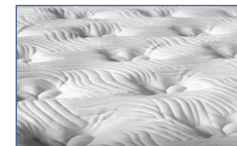
Pocket Springs



Naturally Latex



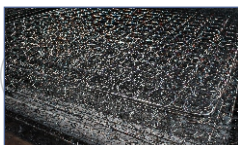
Memory Foam



Knitting Fabric



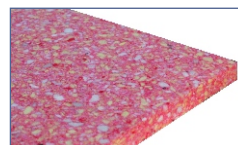
PE Foam



Coil Springs



High Density Layer Foam



Rebonded



Faux Leather Fabric



Silicon

HUMAN RESOURCES



Our professional workforce is those who act productively, innovatively and have the ability to work within teamwork.

Motivation building and training become our number one priority to build passion at works. We believe it will impact on the maximum performance of the workforce.

The company's noble values, such as Passion, Active, and Actual are developed among workforces, to create a COMFORTABLE environment at the same time, achieving work targets. Humanity values are also being built for the ability of workforces to do mutual respects among each other and put forward the advancement of works.

Important points to enhance to quality of our human resources

Safety and wellbeing become our number one priority to support workforces activity. Security teams are responsible to ensure secureness and fluent work activities.

Health is also becoming priorities so that employees be able to maximize their work according to the target. A medical check-up is held regularly to ensure the healthiness and discipline of the workforce. Health and safety insurances are also provided through government contributions.

Good Teamwork is needed to enhance productivity and ability. Team briefing always is held before work executions. This action is important to minimize the error of results and miscommunications, also maintain the work standard or product quality for every result.

Training is being given to maintain competence and readiness to produce works above standard.





“We believe that our employees is our important assets”



GATHERING

Gathering being held as a regular company's program for all workforces including managers. The main function is to build solid teamwork and companionship as well as a refreshment from daily routines of work.



CHARITY

Charity is part of the company's CSR which has a positive impact on social and environmental aspects. We took some moments on Islamic Ramadhan's month, to held activity with the orphan foundations and giving food for those who do fasting. The main function of these moments is to enhance the moral and spiritual values of workforces, as well as building a good social relationship with the environment outside of the company.



Why Choose Us ?



Good team capability for consulting, processing, and support.



Dedication for quality, supply, and service.



Good relationship will be our offer to you to getting best product.



Many type of Main bed product and support product.



Guarantee spring for all bed product until 10 years .

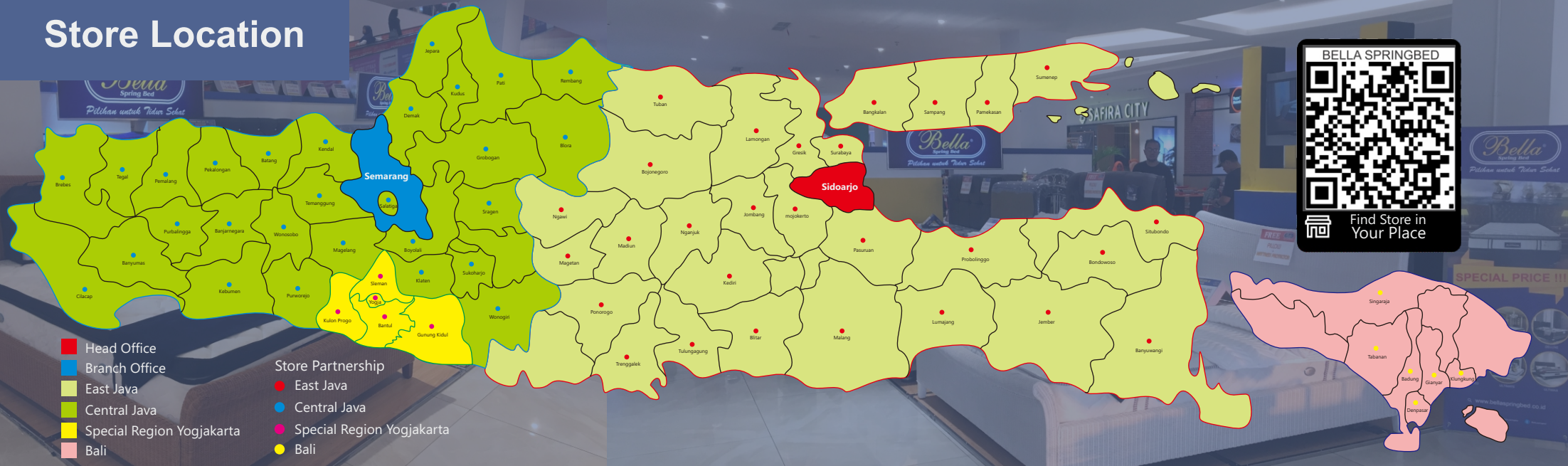


Repair services for damage of mattress product.



Reasonable prices and competitive price.

Store Location



Our Client



And many more...

PT. BELLA AGUNG CITRA MANDIRI

Head Office

Jl. Somban Lor No. 32 Candi, Sidoarjo
Telp. : 031-8966960, 8949464, 8057147

Fax. : 031-8966960

Email: bellaspringdesign@gmail.com / bcm_sb@yahoo.co.id

Branch Office

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Telp. : 024-76916155

Fax. : 024-76916155

Email: ggj.smg@gmail.com

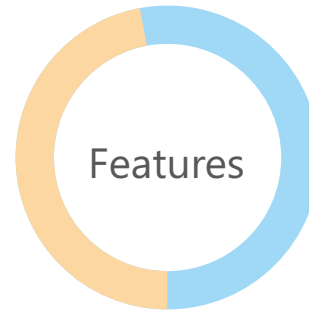
Telp. : 024-76916155

🔍 www.bellaspringbed.co.id



TYPE COMPARISON

Comparison of our special mattress types for hotel and Apartment needs
with the other brand spring bed that is in the same class.
comparison using standard classification.



full Circle is a good Result

■ Bella Spring Bed
■ Other Brand

Hotel Elegant *by King koil*

High Density Foam
7-Zone Pocket Coil
Knitted Fabric, Quilted
Performance Rail / Encasement
27 cm
10 years warranty spring
5.000 - 7.000 K

Price estimation only

Foam

Spring

Fabric

Features

Height

Warranty

Price Range

Harmony Guest *by Bella*

HD Foam, Rebonded Foam
Pocket Coil
Knitted Fabric, Quilted
Encasement Guard
32 cm
10 years warranty spring
3.000 - 5.000K

■ Other Brand

■ Bella Spring Bed